



Macomb County (MI)

COUNTY-WIDE ADVANCED TELECOMMUNICATIONS STUDY & ADVANCED TELECOMMUNICATIONS STRATEGIC PLAN

Final Document
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Prepared by



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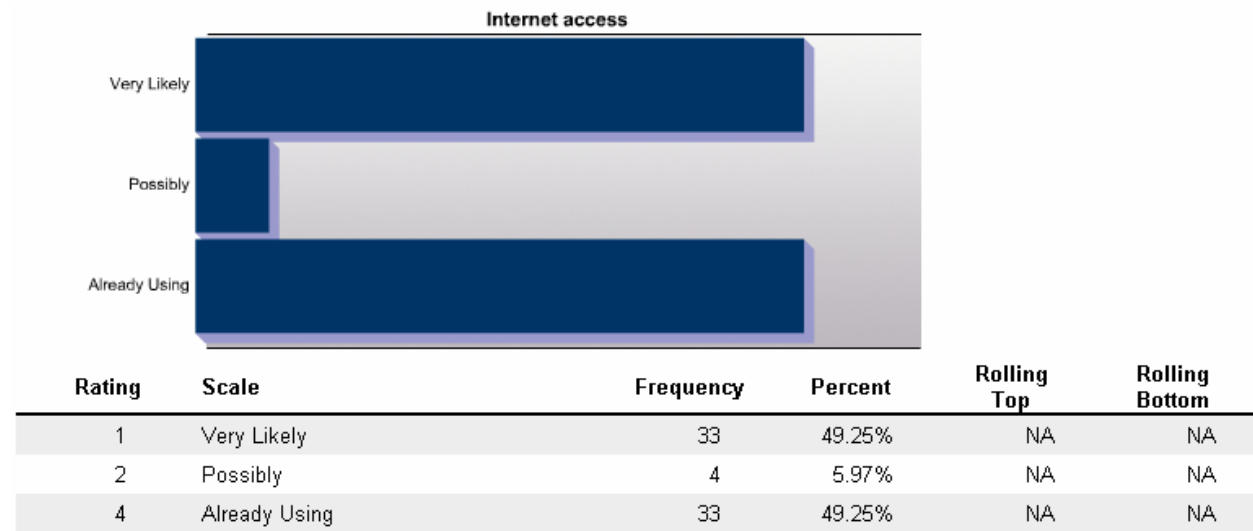
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Survey Results

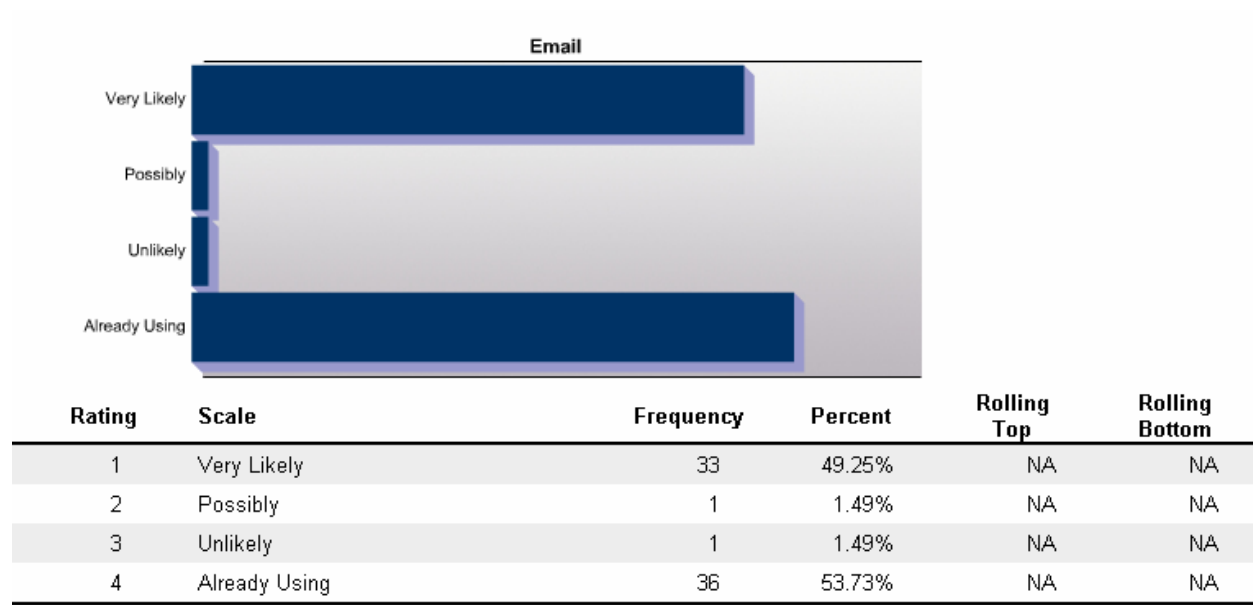
Basic Use of Technology

If technology could provide the following services for your business, how likely is it you would use these services:

1. Internet Access

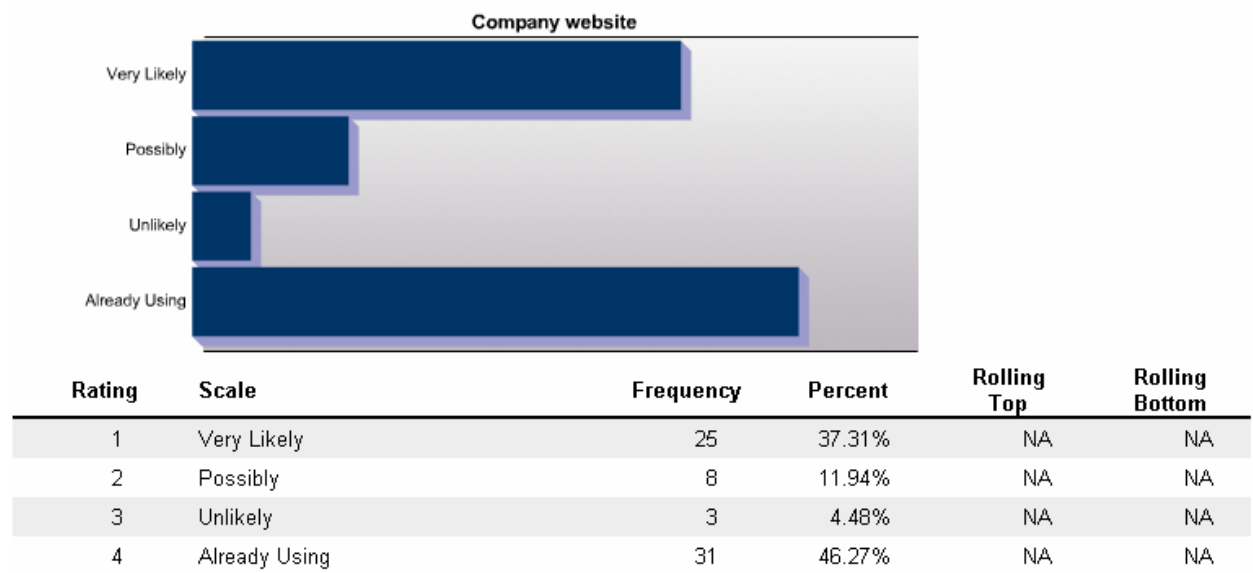


2. Email

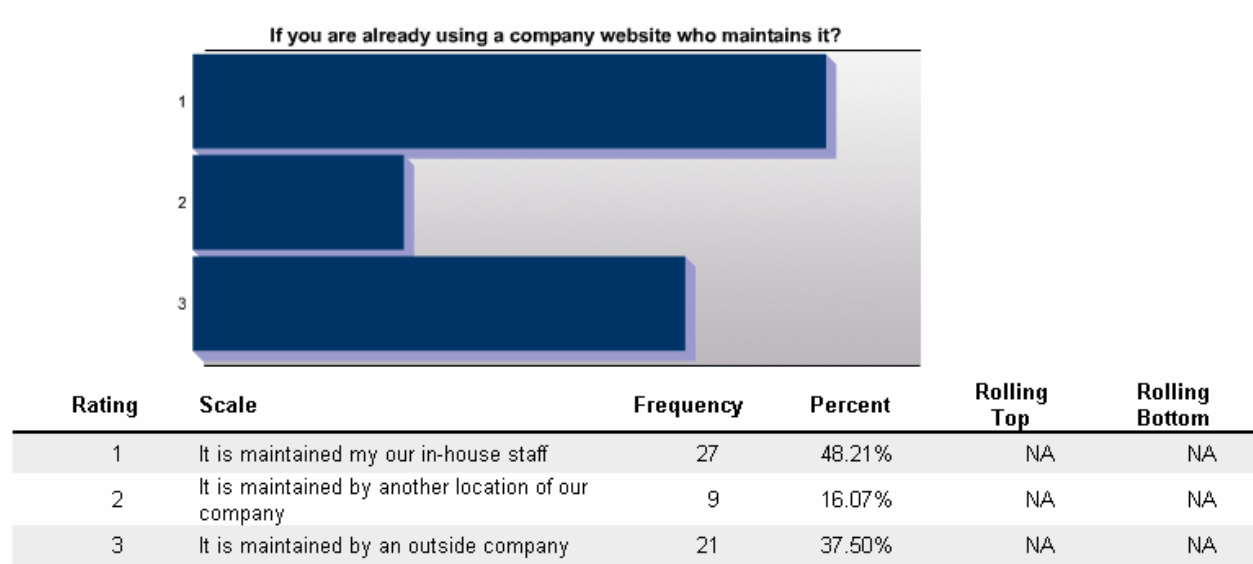


3. Company website

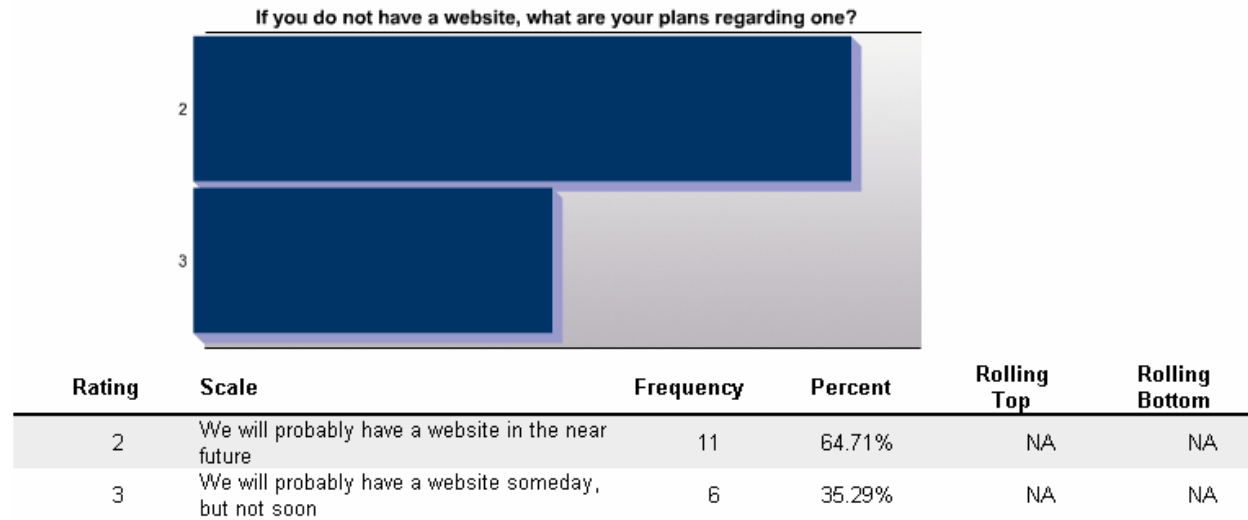
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4. If you are already using a website, who maintains it?



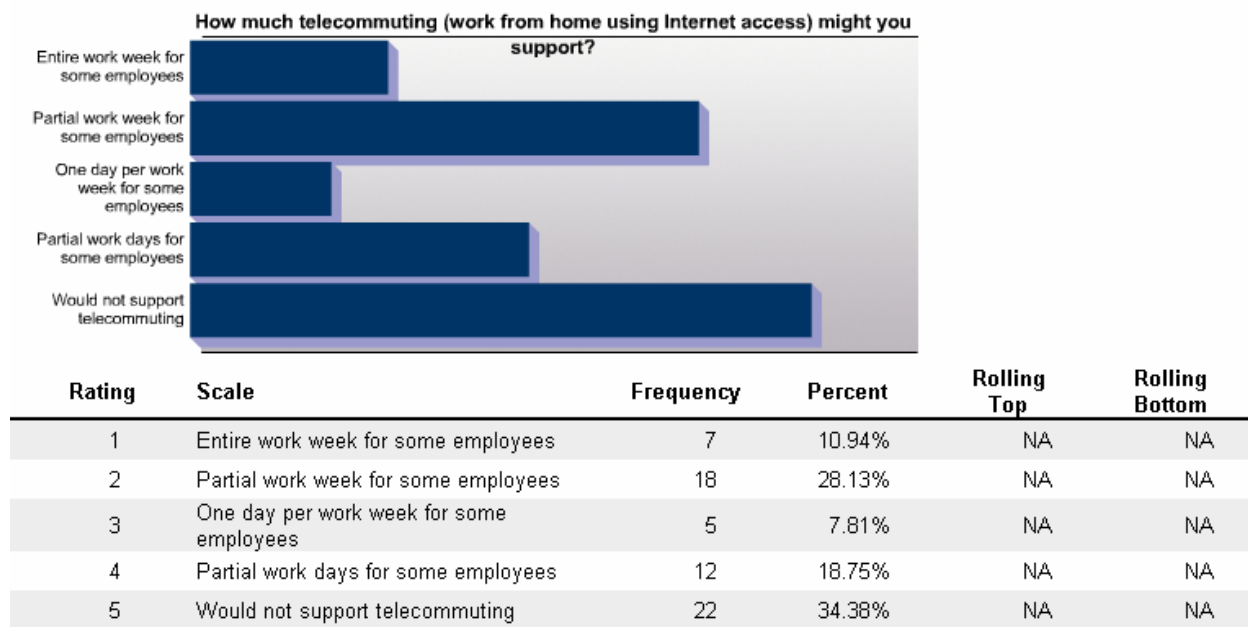
5. If you don't have a website, what are your plans regarding one?



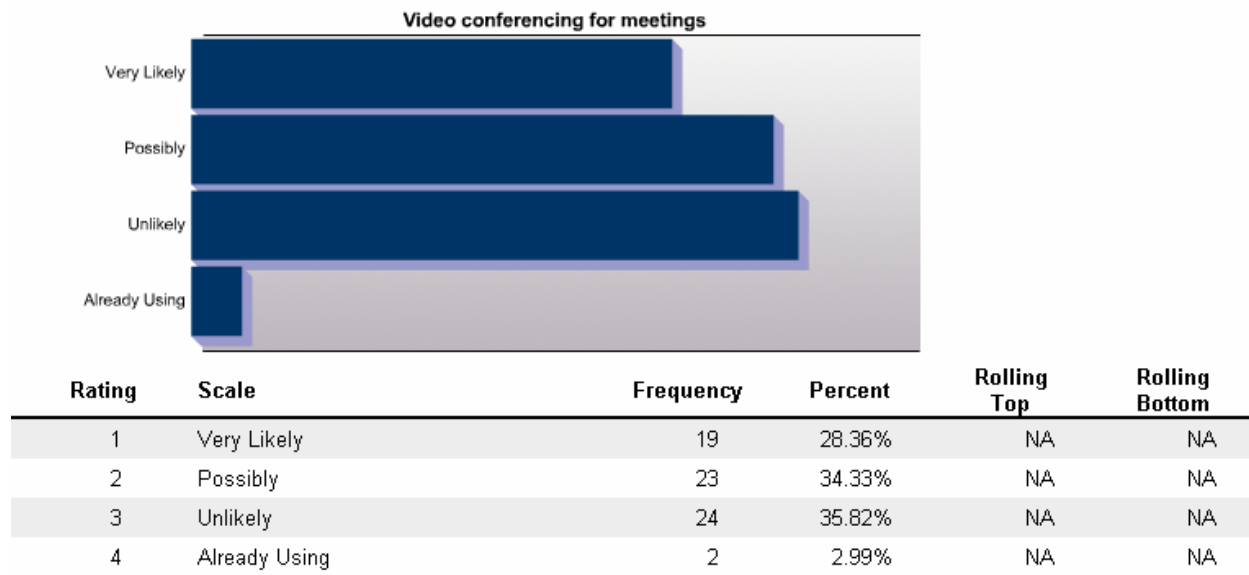
Advanced Use of Technology

If technology could provide the following advanced services for your business, how likely is it you would use these services:

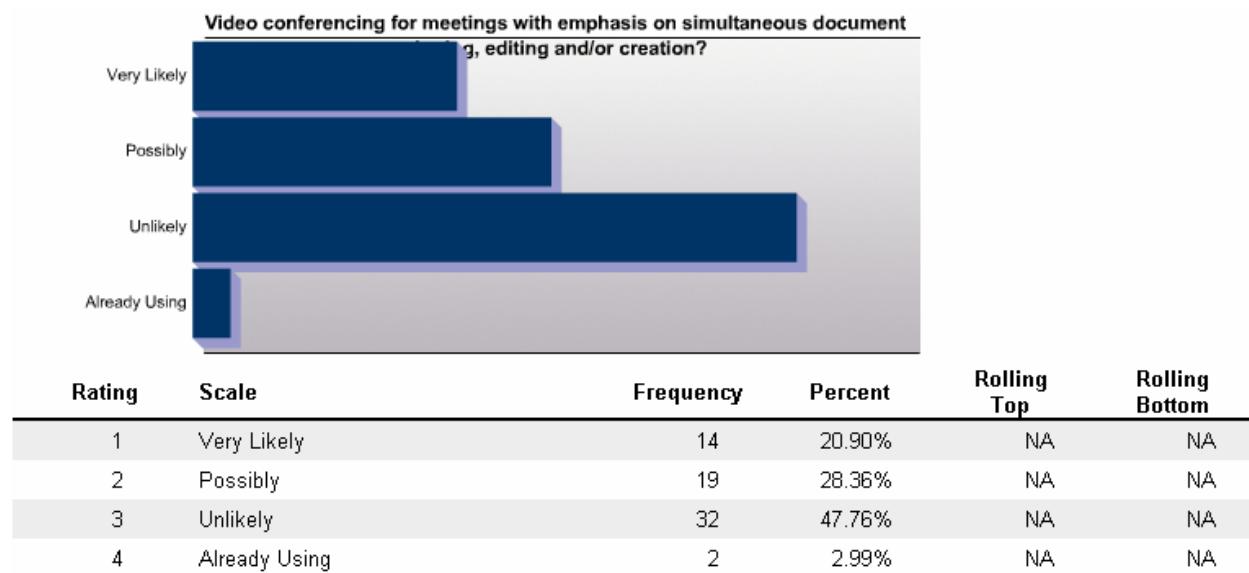
6. How much “telecommuting” (work from home using Internet access) might you support?



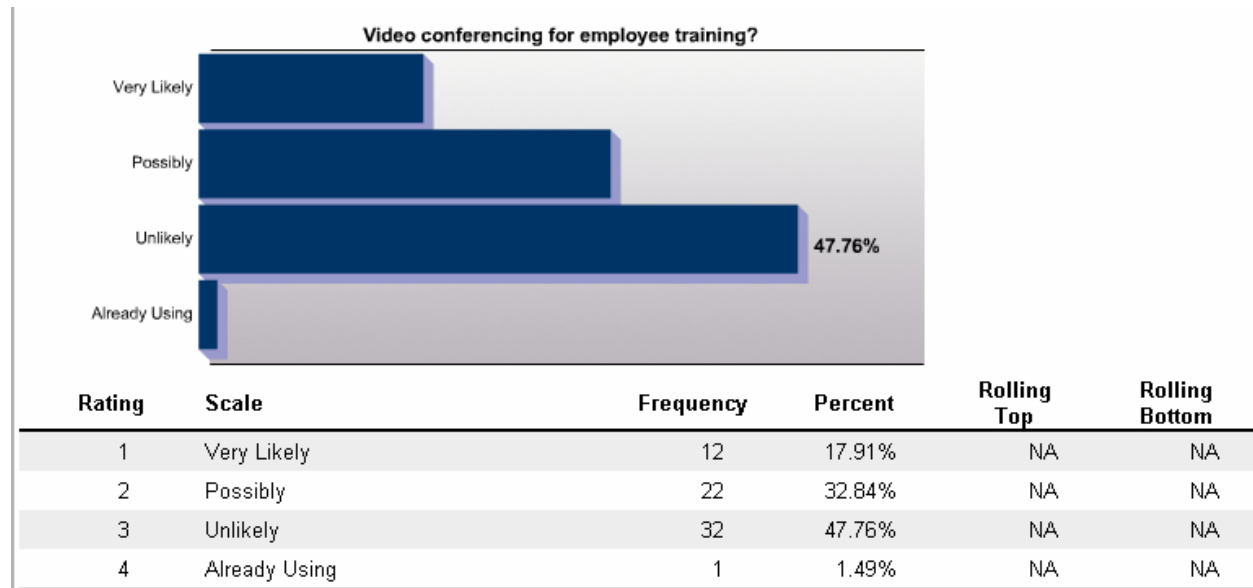
7. Video conferencing for meetings?



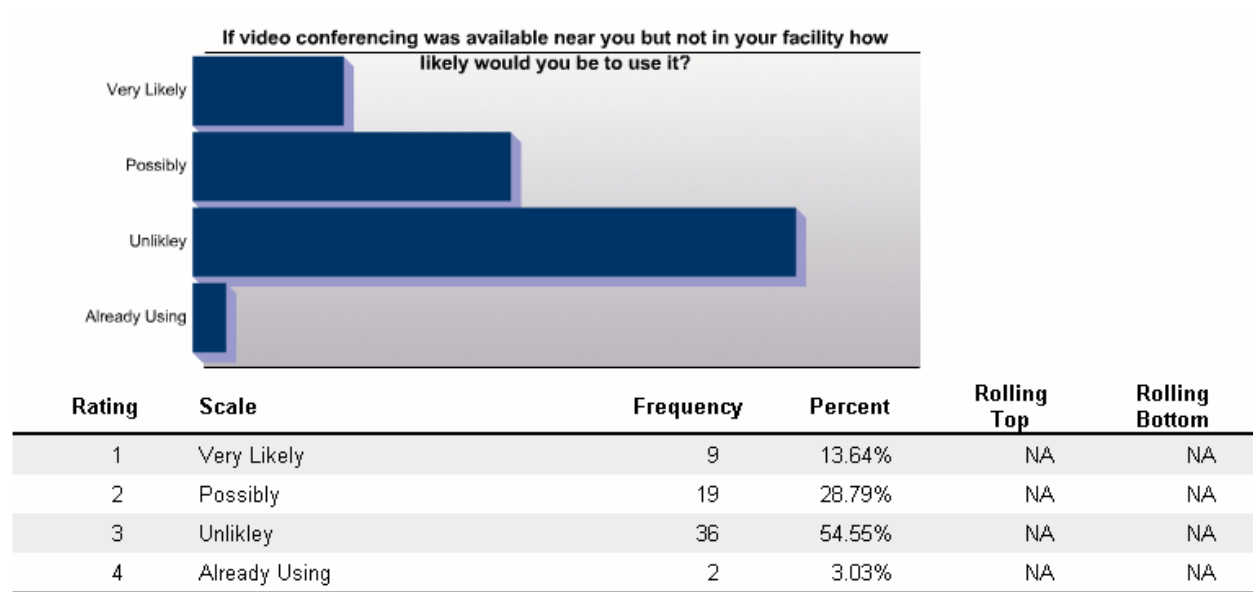
8. Video conferencing for meetings with emphasis on simultaneous document sharing, editing and/or creation?



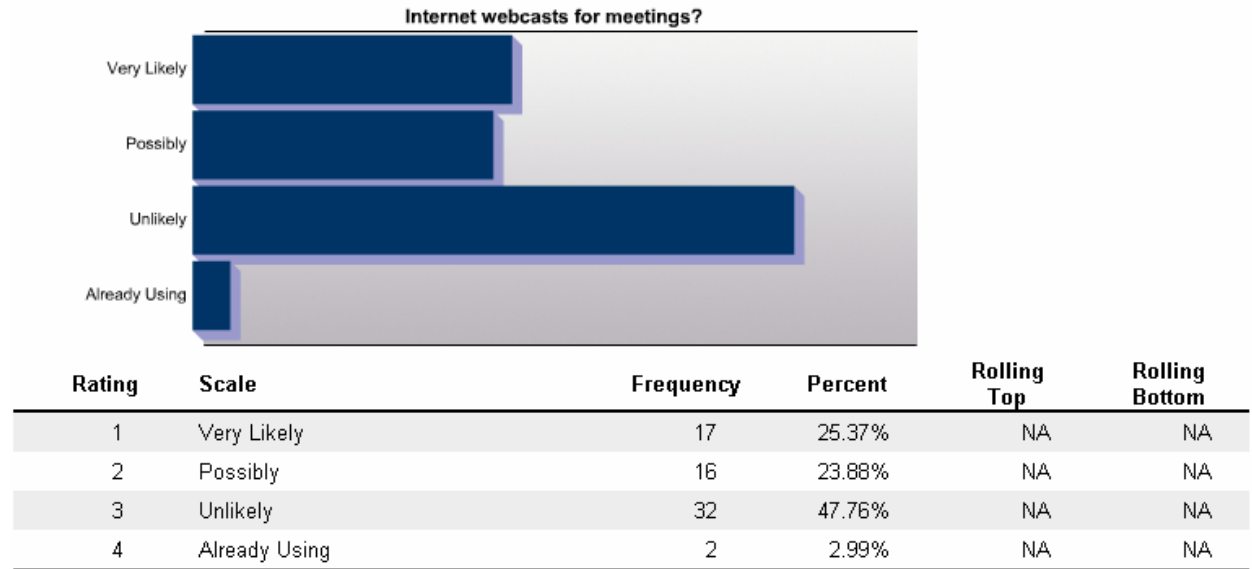
9. Video conferencing for employee training?



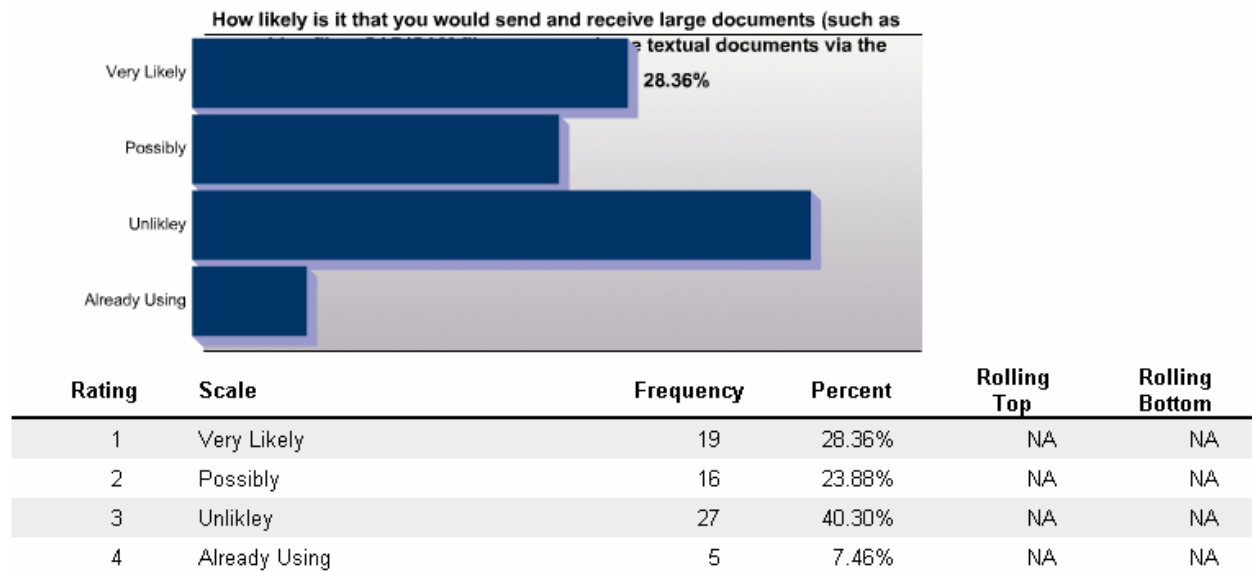
10. If video conferencing was available near you but not in your facility how likely would you be to use it?



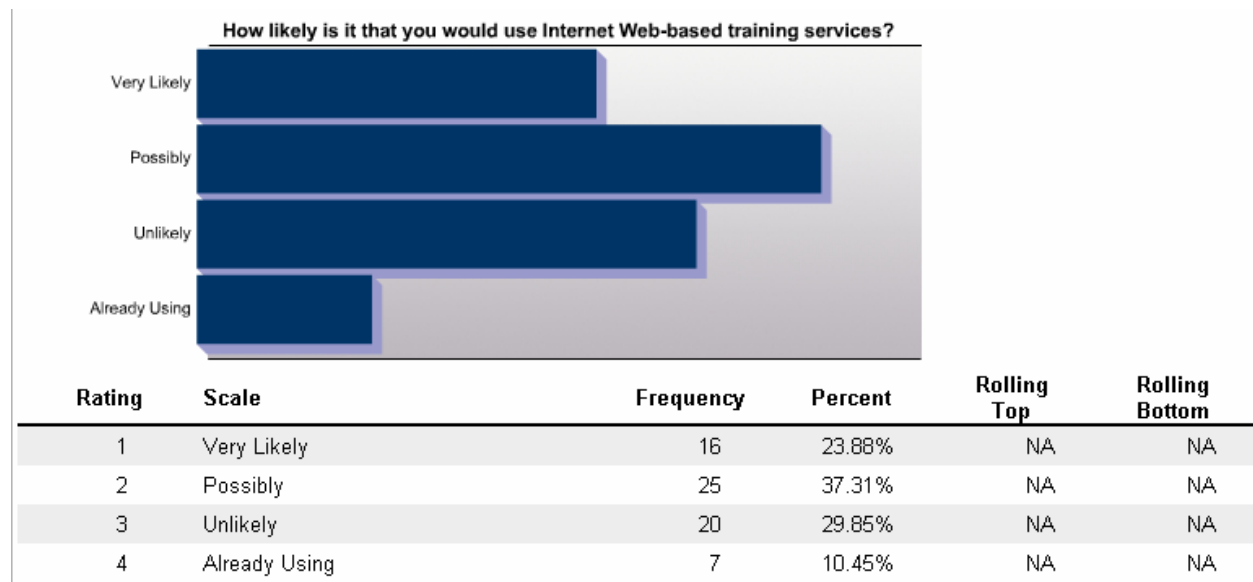
11. Internet Webcasts for meetings?



12. How likely is it that you would send and receive large documents (such as graphics files, CAD/CAM files, or super-huge textual documents via the Internet?

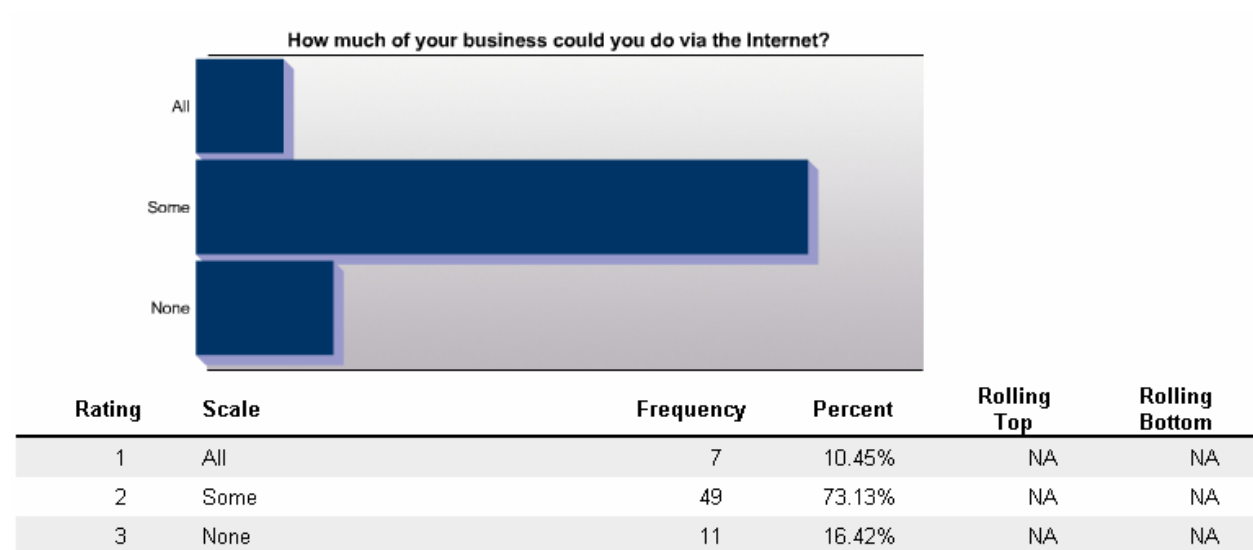


13. How likely is it that you would use Internet Web-based training services?

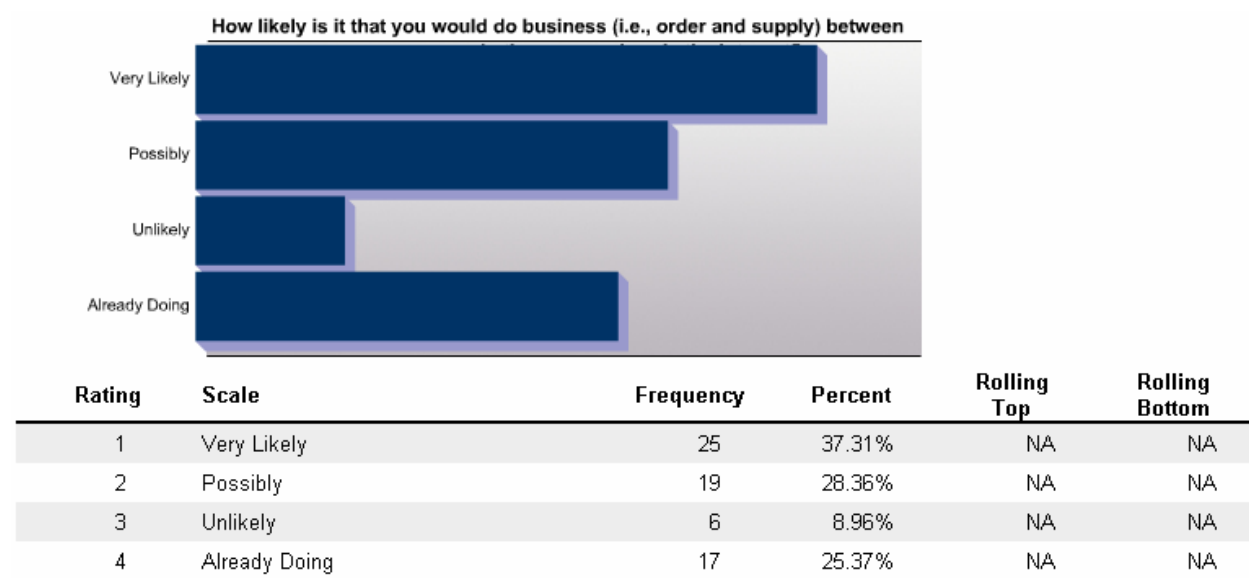


Doing Business on the Internet

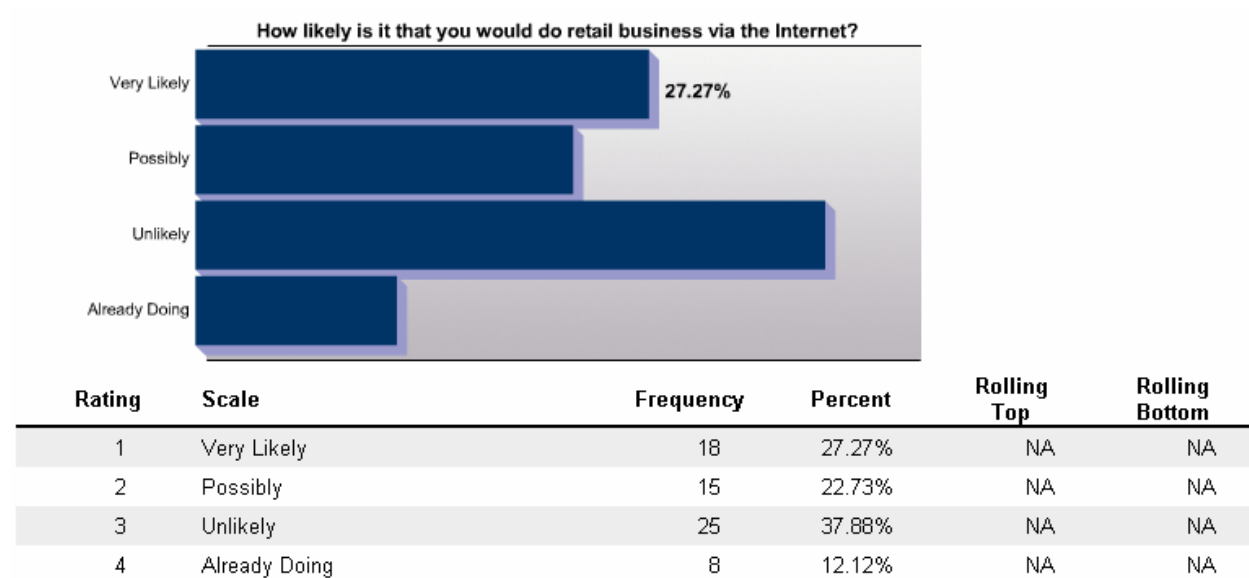
14. How much of your business could you do via the Internet?



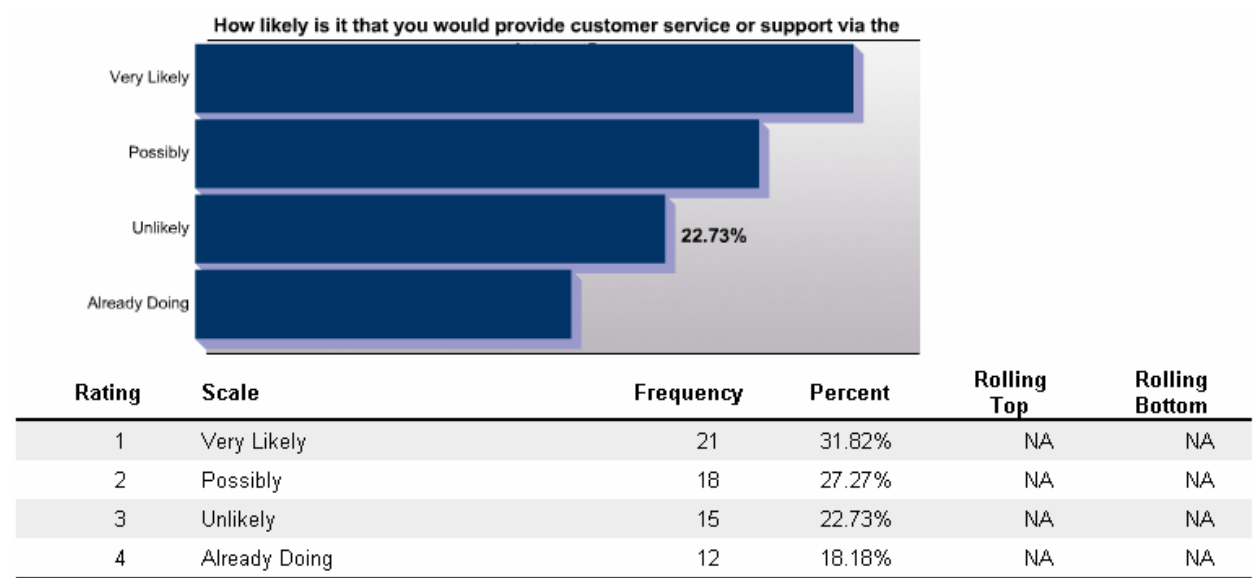
15. How likely is it that you would do business (i.e., order and supply) between your company and other companies via the Internet?



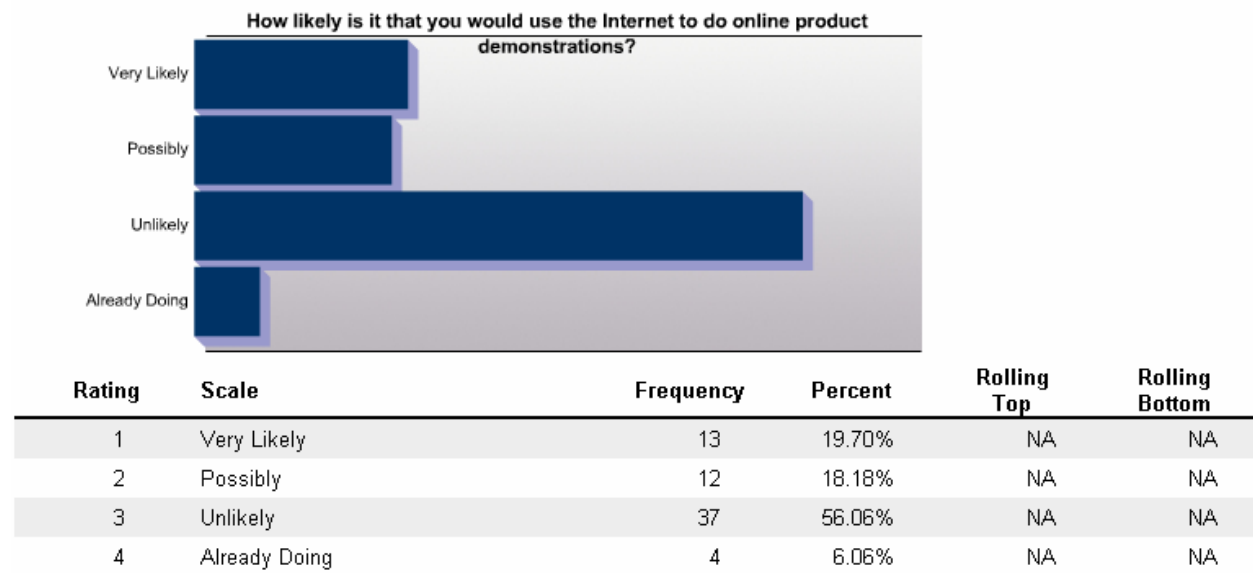
16. How likely is it that you would do retail business via the Internet?



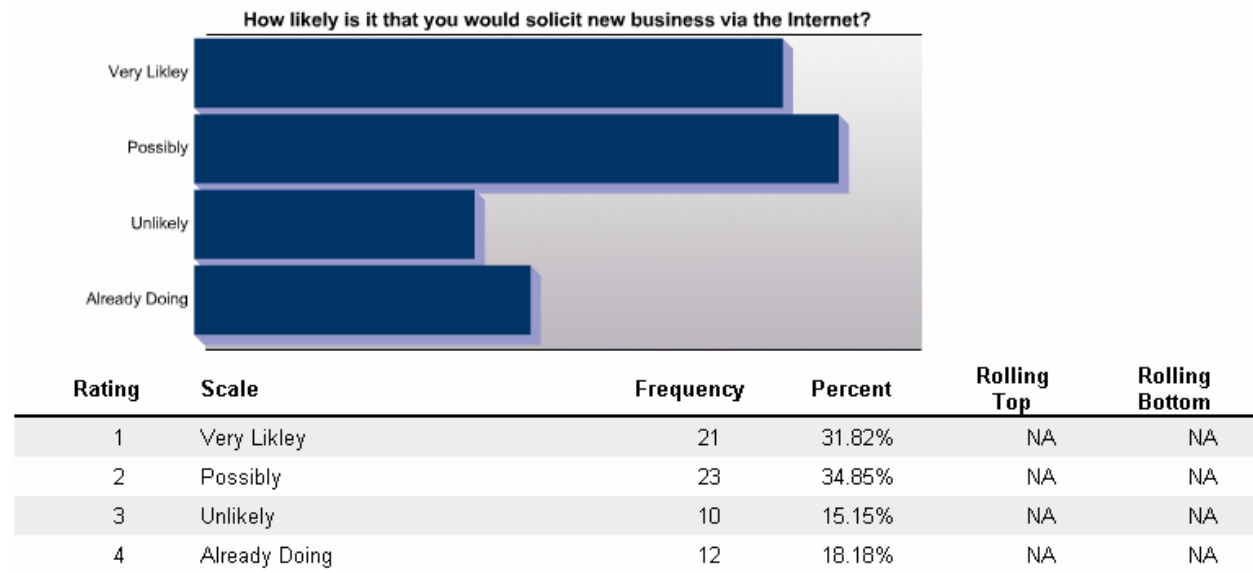
17. How likely is it that you would provide customer service or support via the Internet?



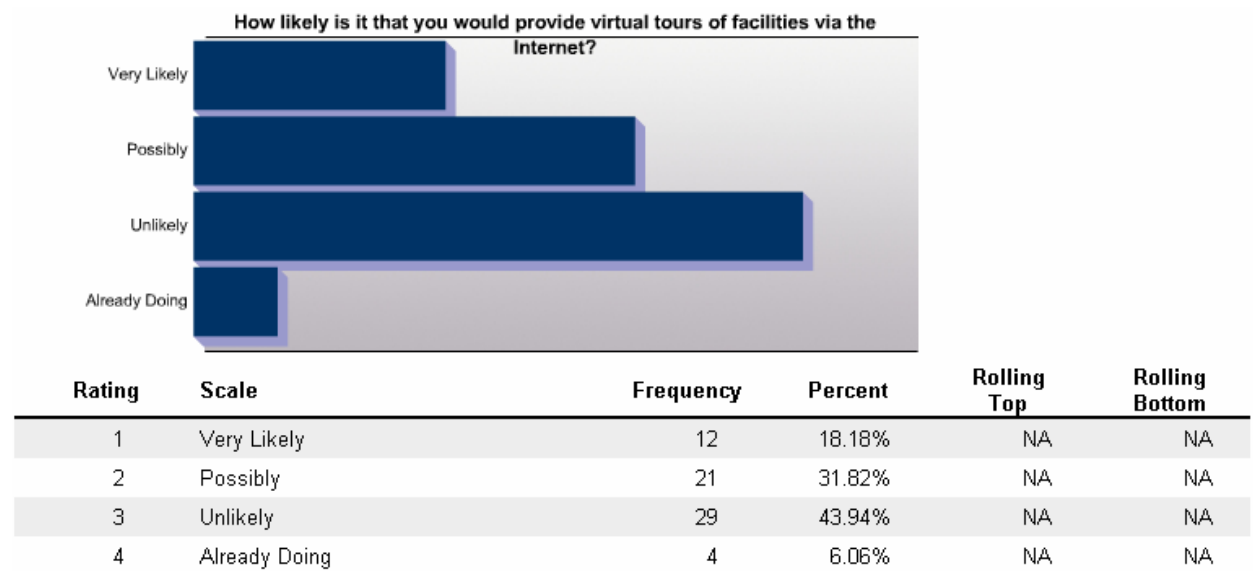
18. How likely is it that you would use the Internet to do online product demonstrations?



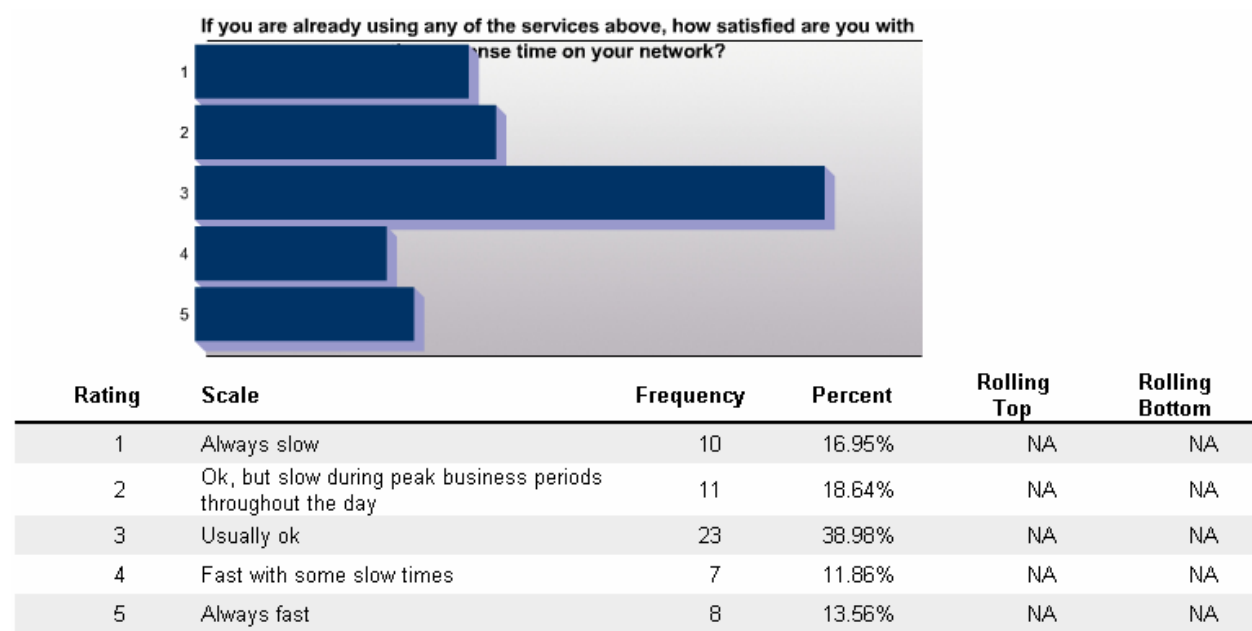
19. How likely is it that you would solicit new business via the Internet?



20. How likely is it that you would provide virtual tours of facilities via the Internet?

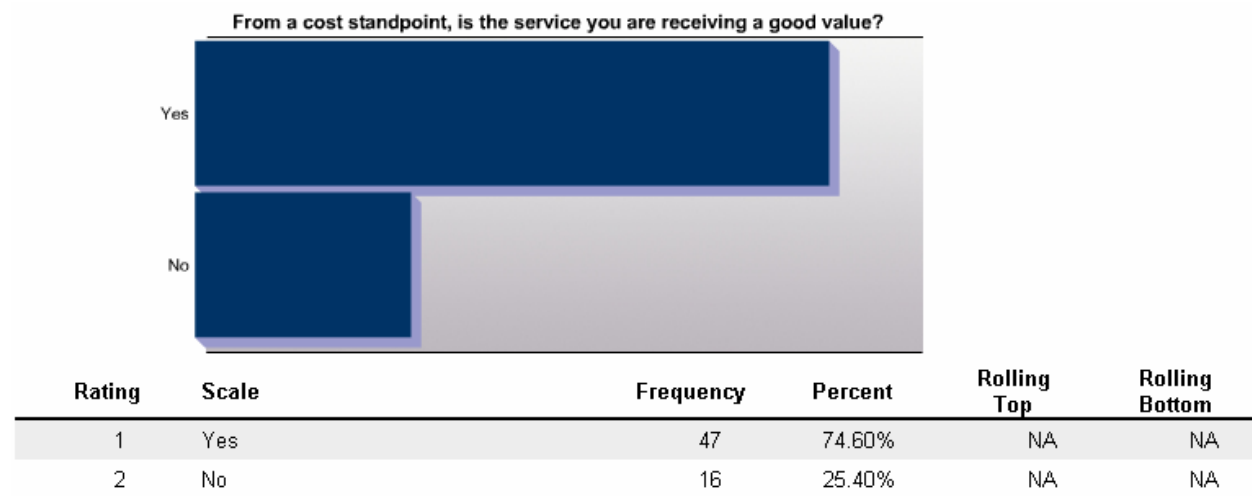


21. If you are already using any of the services above, how satisfied are you with the response time on your network?

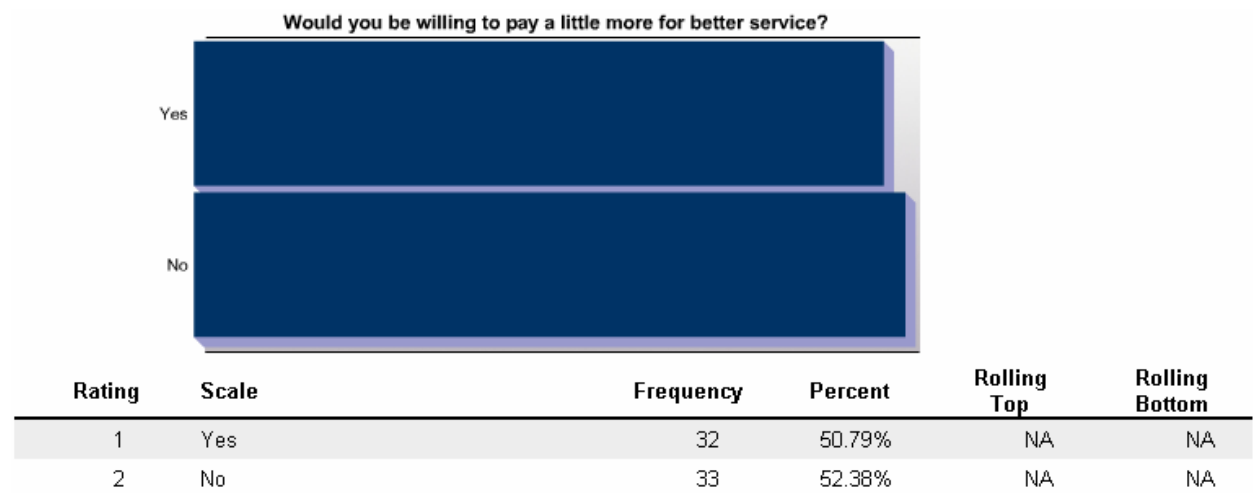


Connectivity

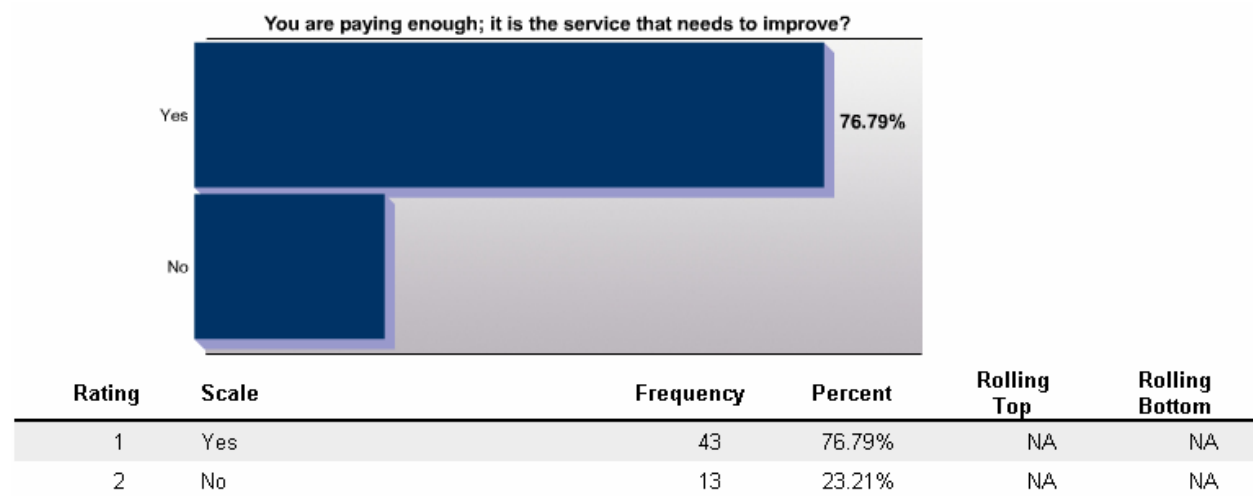
22. From a cost standpoint, is the service you are receiving a good value?



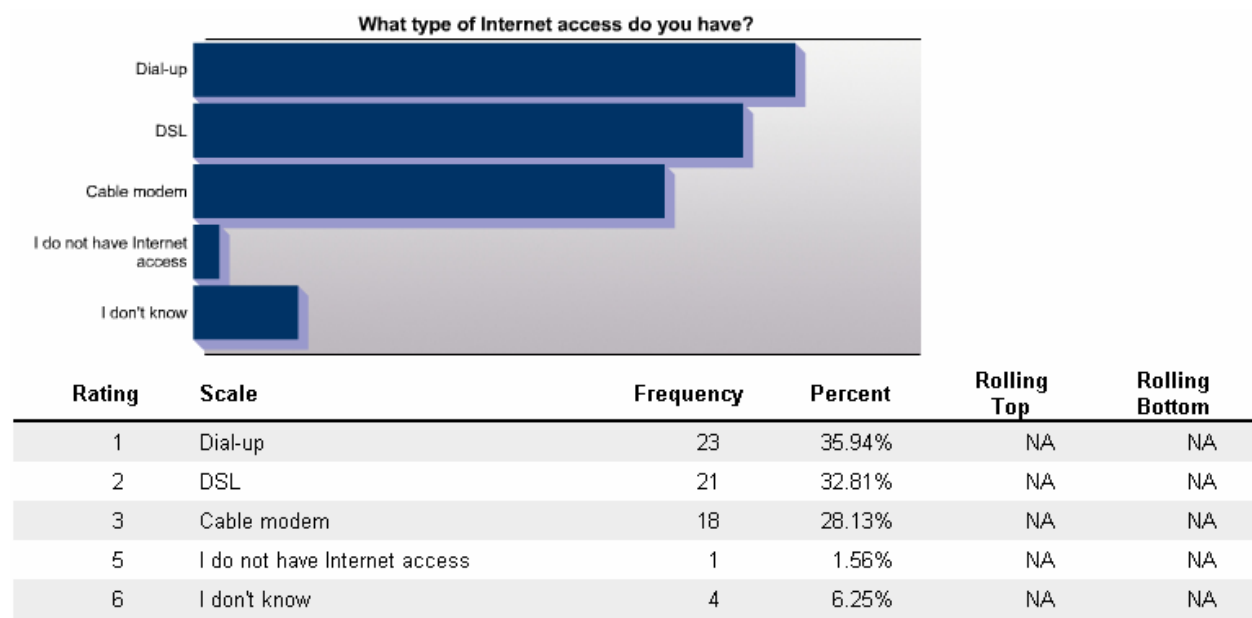
23. Would you be willing to pay a little more for better service?



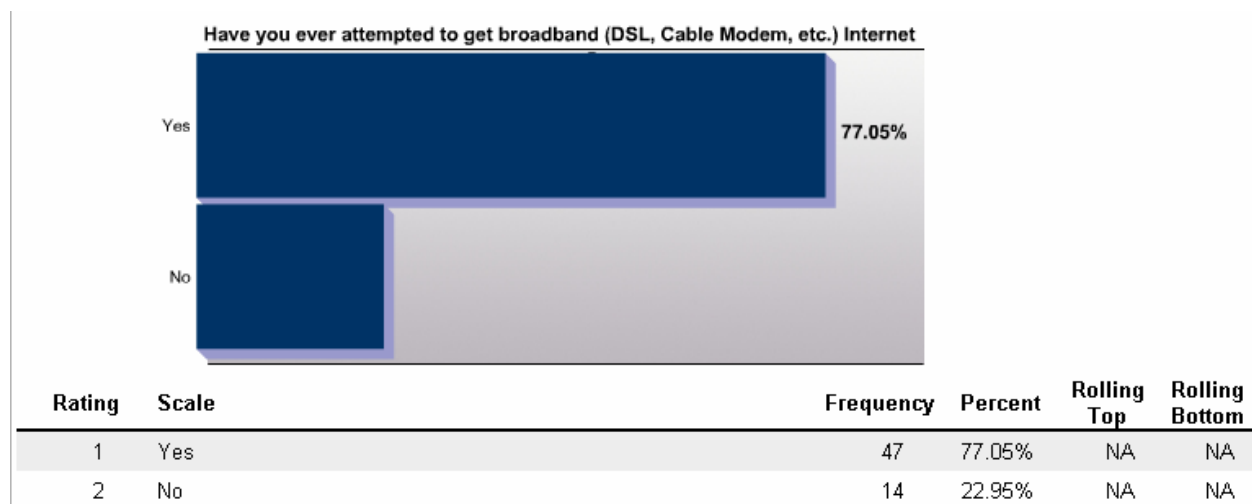
24. You are paying enough; it's the service that needs to improve?



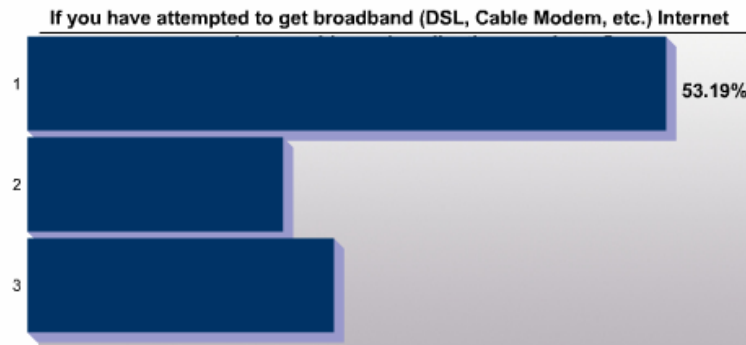
25. What type of Internet access do you have?



26. Have you ever attempted to get broadband (DSL, Cable Modem, etc.) Internet access?



27. If you have attempted to get broadband (DSL, Cable Modem, etc.) Internet access how would you describe the experience?



| Rating | Scale | Frequency | Percent | Rolling Top | Rolling Bottom |
|--------|---|-----------|---------|-------------|----------------|
| 1 | Went well and I got the service | 25 | 53.19% | NA | NA |
| 2 | Found service but it was too expensive | 10 | 21.28% | NA | NA |
| 3 | Tried to find service but could not find it for my area | 12 | 25.53% | NA | NA |

About Your Business

28. In which of the following communities does your business have facilities – check all that apply?

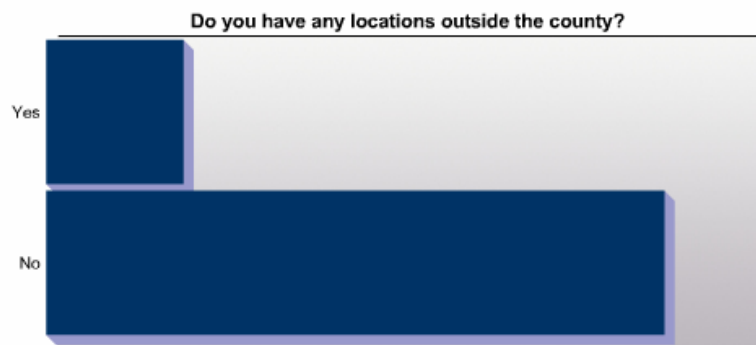


| Rating | Scale | Frequency | Percent | Rolling Top | Rolling Bottom |
|--------|-----------------------|-----------|---------|-------------|----------------|
| 1 | Armada Township | 4 | 6.25% | NA | NA |
| 2 | Village of Armada | 2 | 3.13% | NA | NA |
| 3 | Bruce Township | 1 | 1.56% | NA | NA |
| 4 | City of Centerline | 3 | 4.69% | NA | NA |
| 5 | Chesterfield Township | 6 | 9.38% | NA | NA |
| 6 | Clinton Township | 20 | 31.25% | NA | NA |

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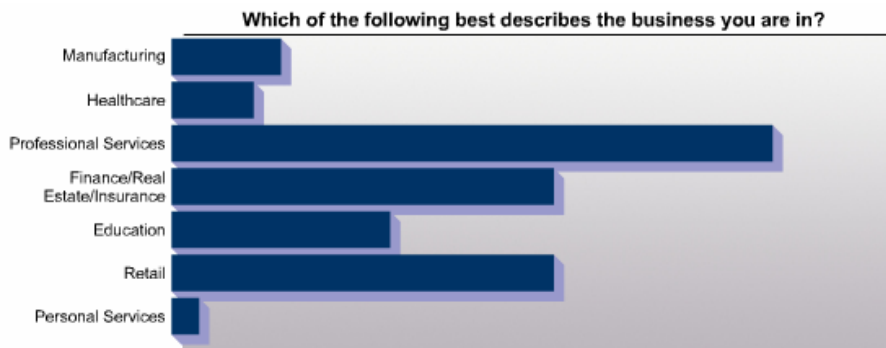
| | | | | | |
|----|--------------------------|----|--------|----|----|
| 7 | City of Eastpointe | 4 | 6.25% | NA | NA |
| 8 | City of Fraser | 4 | 6.25% | NA | NA |
| 9 | Harrison Township | 6 | 9.38% | NA | NA |
| 11 | Lenox Township | 2 | 3.13% | NA | NA |
| 12 | Macomb Township | 7 | 10.94% | NA | NA |
| 14 | City of Mount Clemens | 13 | 20.31% | NA | NA |
| 15 | City of New Baltimore | 3 | 4.69% | NA | NA |
| 16 | Village of New Haven | 1 | 1.56% | NA | NA |
| 18 | City of Richmond | 9 | 14.06% | NA | NA |
| 19 | Richmond Township | 2 | 3.13% | NA | NA |
| 20 | Village of Romeo | 2 | 3.13% | NA | NA |
| 21 | City of Roseville | 3 | 4.69% | NA | NA |
| 22 | City of St. Clair Shores | 4 | 6.25% | NA | NA |
| 23 | Shelby Township | 5 | 7.81% | NA | NA |
| 24 | City Sterling Heights | 11 | 17.19% | NA | NA |
| 25 | City of Utica | 9 | 14.06% | NA | NA |
| 26 | City of Warren | 4 | 6.25% | NA | NA |
| 27 | Washington Township | 2 | 3.13% | NA | NA |

29. Do you have any locations outside the county?



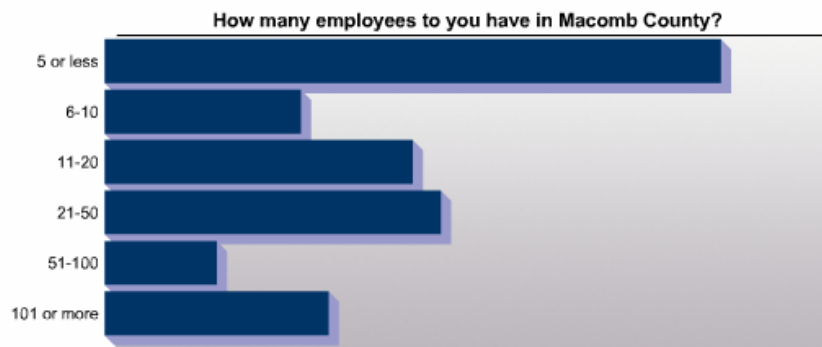
| Rating | Scale | Frequency | Percent | Rolling Top | Rolling Bottom |
|--------|-------|-----------|---------|-------------|----------------|
| 1 | Yes | 12 | 18.18% | NA | NA |
| 2 | No | 54 | 81.82% | NA | NA |

30. Which of the following best describes the business you are in?



| Rating | Scale | Frequency | Percent | Rolling Top | Rolling Bottom |
|--------|-------------------------------|-----------|---------|-------------|----------------|
| 1 | Manufacturing | 4 | 6.06% | NA | NA |
| 2 | Healthcare | 3 | 4.55% | NA | NA |
| 3 | Professional Services | 22 | 33.33% | NA | NA |
| 4 | Finance/Real Estate/Insurance | 14 | 21.21% | NA | NA |
| 5 | Education | 8 | 12.12% | NA | NA |
| 6 | Retail | 14 | 21.21% | NA | NA |
| 7 | Personal Services | 1 | 1.52% | NA | NA |

31. How many employees to you have in Macomb County?



| Rating | Scale | Frequency | Percent | Rolling Top | Rolling Bottom |
|--------|-------------|-----------|---------|-------------|----------------|
| 1 | 5 or less | 22 | 34.38% | NA | NA |
| 2 | 6-10 | 7 | 10.94% | NA | NA |
| 3 | 11-20 | 11 | 17.19% | NA | NA |
| 4 | 21-50 | 12 | 18.75% | NA | NA |
| 5 | 51-100 | 4 | 6.25% | NA | NA |
| 6 | 101 or more | 8 | 12.50% | NA | NA |